

**CODE: KDA**

**PUBLIC INFORMATION PROGRAM**

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Public support for the schools depends upon informed public opinion. The Kittery School Department will strive to maintain effective communications with the public in order to convey accurate information about the goals, programs, needs, and accomplishments of the schools and to provide ways for citizens to express their opinions and expectations.

The Superintendent shall be responsible for establishing and maintaining a public communications program that will provide for the dissemination of school unit reports and plans, information concerning student achievement, relevant statistics, noteworthy facts, issues affecting education, use of school facilities, news of the schools, school events, and student and staff accomplishments.

The School Committee encourages the Superintendent and school unit employees to whom communication responsibilities have been delegated to use a variety of methods for providing information to the public, such as the school system’s website, letters, newsletters, publications, news releases, news media coverage of School Committee meetings and school-related events, meetings, and personal contacts.

All communications with the public shall appropriately respect the confidentiality of students and staff.

The building principal and/or program directors will be responsible for program and other routine school announcements to parents and students. The Superintendent shall be responsible for establishing guidelines for communications with the media and to the public. Such guidelines shall address confidentiality as well as authority to approve and/or release communications, content, and contact with media representatives.

Community opinion may be solicited through parent organizations, parent-teacher conferences, open houses, and other events or activities that bring staff and parents or other community members together. The School Committee and/or Superintendent may develop and disseminate surveys and questionnaires to obtain information and to allow parents and citizens served by the school unit to express their opinions.

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Legal Reference: 20 USC §§ 6311, 6314-6316, 6319  
Ch. 125 § 4.04 (Me. Dept. of Ed. Rule)

Cross Reference: JRA – Student Educational Records and Information  
KDD – Media Relations

Adopted: May 7, 2013